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BEST PRACTICES EVALUATION

Complete list: Worst examples of e-commerce

Site/Example	Date reviewed
BMG.com: Intimidating, unexplained warning message could scare away customers	2/27/00
RedEnvelope: Buying process includes unnecessary, extra steps	2/13/00
Reflect.com: Required new-user survey is pointless to shopping and may cause shoppers to leave the site	2/11/00
Miadora.com: "Companion Pieces" feature fails to turn up different items	2/7/00
Gloss.com: Magazine-style layout hurts shopping experience	2/1/00
Mercata: Slow-moving ticker weakens the shopping experience	1/23/00
DVD Express Non-contextual links on product pages	1/5/00
Priceline.com: Buying path blocked by cross-selling links	1/18/00
Neimanmarcus.com: Unlabeled category links could be confused for product links	1/17/00
REI.com: Ineffective "shop by brand" feature	12/27/99
Clinique.com: Search function returns puzzling "thank you" message	12/14/99
Garden.com: Poorly named shopping cart could confuse shoppers	12/13/99
Nike.com: Misleading in-stock/out-of-stock reporting feature loses customer trust	12/14/99
Harry and David: No obvious way to buy featured product	12/1/99
Bananarepublic.com: Ineffective order-confirmation display	11/19/99
Boo.com: Flashy graphics impede shopping	11/8/99
JCPenney.com: Size charts lose customer context and make finding the right size difficult	11/5/99
OfficeMax.com: Registration request poses a barrier to buying for first-time customers	10/29/99

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- Demographics: Blue-collar folks charge onto the Web

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Blockbuster.com: Store locator obscures key information	10/18/99
Women.com: Shopping feature frustrates customers with empty categories	10/18/99
BuyBooks: Shopping cart loses customer context	9/10/99
iGadget.com: Potentially confusing 'PriceClick' link	9/27/99
Indigo.ca: Lengthy, irrelevant splash sequence before the home page	9/21/99
Nature's Aide: Unclickable "buy" text	9/15/99
Quixtar: Home page fails to explain site's purpose	9/3/99
Webmallonline.com: Out-of-place elevator motif	8/27/99
3DShopping.com: Poorly labeled home-page links	8/23/99
Levi's: Flagship product hidden by graphics, promos	8/17/99
UBid: Unnecessarily nosy registration process	8/5/99
Lycos: Difficult product comparison feature	8/5/99
Brooks Brothers: Distracting pop-up window	8/3/99
Logitech: Passwords at checkout pose problems	7/16/99
Delta: Poor placement of certain buttons impedes buying	7/6/99
Art: Forcing buyers to go to product page to buy product	5/28/99
eToys: Confusing checkout status graphic	5/28/99
Gap: Lack of a search feature	5/28/99
GMBuypower: Slow design from the CD-ROM world	5/28/99
Sitstay: Unfocused home page	5/28/99
Starbucks: Too many graphics, too little focus	5/28/99
Swissarmy: Overdesigned home page	5/28/99
Leisureplanet: Undecipherable error message	5/20/99
Macys: Unnecessary frames	5/20/99
Wal-Mart: Confusing order process	5/20/99

▶ **Complete list: Best examples of e-commerce**

Disclaimer: It's possible that the features discussed in our evaluation may have changed since the time we reviewed the site. We still find it useful to display and discuss these features, though, since our aim is to learn from the good or bad design of the feature, regardless of when it was live on the site.

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